

What is Claimed Is:

- 1 1. A media logging system for indexing media, comprising:
 - 2 a timer object that provides a time reference upon request in connection
 - 3 with the media; and
 - 4 a logger object that logs predefined events that occur in the media by
 - 5 associating the events with respective time reference from the timer object.
- 1 2. The logging system of claim 1, wherein the logger object includes a
- 2 graphical user interface having a plurality of interface objects that can be
- 3 selected by a user of the logging system in order to log events that occur in the
- 4 media.
- 1 3. The logging system of claim 2, wherein the interface objects include
- 2 labels thereon corresponding to predetermined events that may typically occur in
- 3 the particular media being logged.
- 1 4. The logging system of claim 2, wherein the logging system is adapted
- 2 for use in logging a sporting event and the interface objects correspond to events
- 3 that occur during the sporting event
- 1 5. The logging system of claim 1, wherein the graphical user interface is
- 2 customizable to correspond to types of events that occur in the particular media
- 3 being logged.
- 1 6. The logging system of claim 1, wherein the system includes an
- 2 arrangement that automatically logs predefined events in the media being logged
- 3 based on video analysis.
- 1 7. The logging system of claim 1, wherein the system includes an
- 2 arrangement that automatically logs predefined events based on text analysis.
- 1 8. The logging system of claim 1, wherein the system includes an
- 2 arrangement that automatically logs predefined events based on audio analysis.

1 9. The logging system of claim 1, wherein the system includes a video
2 server that captures logged events and digitally stored the captured events as
3 media segments.

1 10. The logging system of claim 9, wherein the user interface includes a
2 feature that enables the media segments to be selectively retrieved and viewed.

1 11. The logging system of claim 10, wherein the feature includes a search
2 engine that enables logged events to be searched using various search
3 parameters.

1 12. A media asset management system for managing media assets,
2 comprising:

3 a logging application that creates indexes of events that occur in the
4 media;

5 a video server that captures and digitally stores events logged by the
6 logging application as media segments; and

7 a search and retrieval engine that enables the media segments to be located
8 and retrieved based on the indexes.

1 13. The media asset management system of claim 12, wherein the logging
2 application includes a graphical user interface that enables a user to select
3 predefined events that occur in the media to be indexed.

1 14. The media asset management system of claim 13, wherein the
2 graphical user interface includes interface objects having labels thereon
3 corresponding to predefined events that typically occur in the particular media
4 being logged by the logging application.

1 15. The media asset management system of claim 14, wherein the logging
2 application is adapted for use in logging a sporting event and the interface
3 objects correspond to events that occur during the sporting event.

1 16. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on video analysis.

1 17. The media asset management system of claim 12, herein the video
2 server includes an arrangement that automatically logs predefined events based
3 on text analysis.

1 18. The media asset management system of claim 12, wherein the video
2 server includes an arrangement that automatically logs predefined events based
3 on audio analysis;

1 19. The media asset management system of claim 13, wherein the user
2 interface includes a feature that enables the media segments to be viewed.

1 20. A customizable media asset management system for managing media
2 assets, comprising:

3 a logging application that creates indexes of events that occur in the
4 media;

5 a video server that captures and digitally stores events logged by the
6 logging application as media segments; and

7 a graphical user interface generator that creates customized user interfaces
8 for the logging application based on information entered in a database.

1 21. The customizable media asset management system of claim 20,
2 wherein the graphical user interface generator generates user interface objects
3 for a logging screen for use by a user when using the logging application.

1 22. The customizable media asset management system of claim 20,
2 wherein the creation of the customized user interface is database driven.

1 23. The customizable media asset management system of claim 20,
2 wherein the user interface generator is further operable to dynamically generate a
3 logging database for use by said logging application.